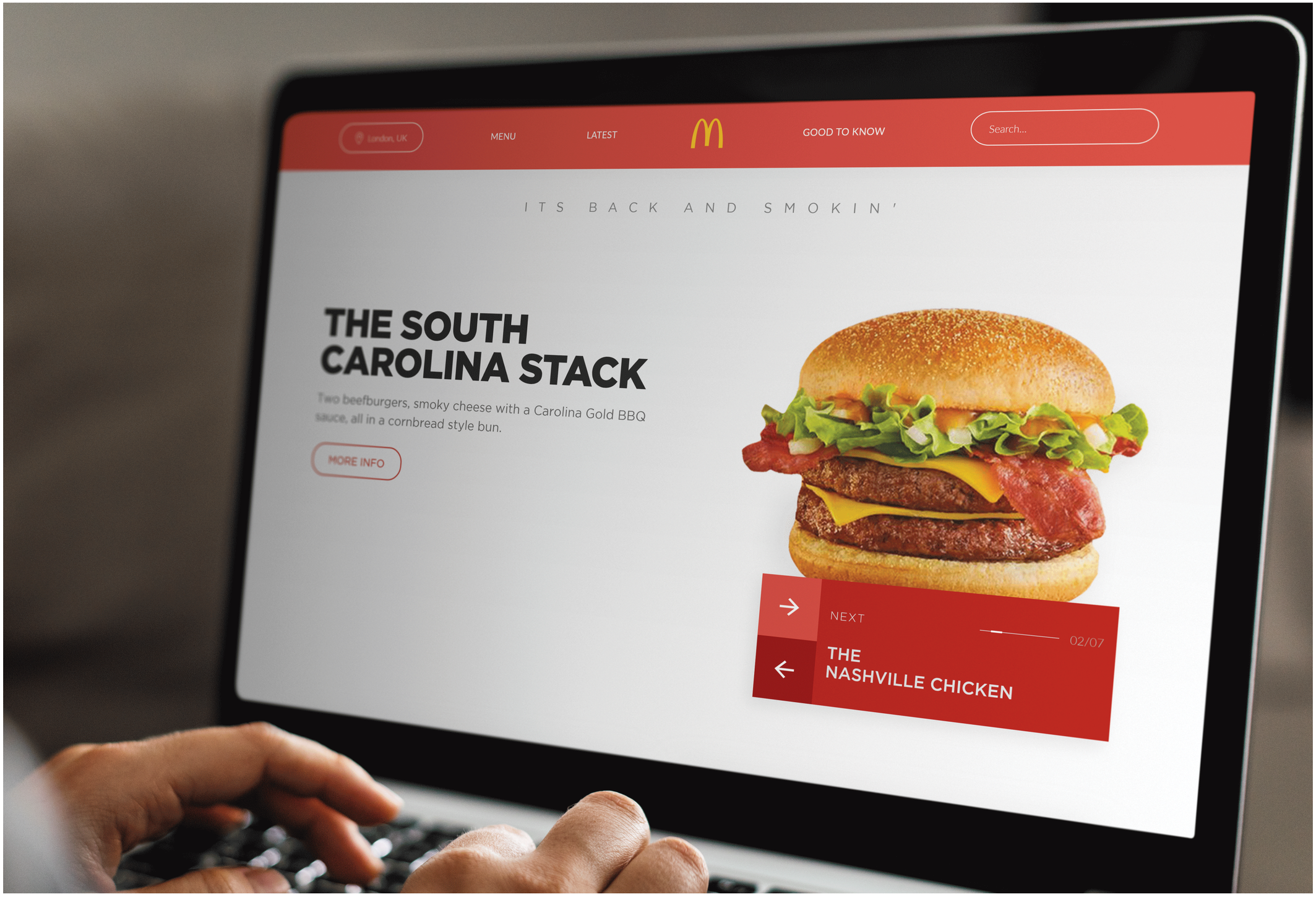
Graphic Design Portfolio

By Shane Keen

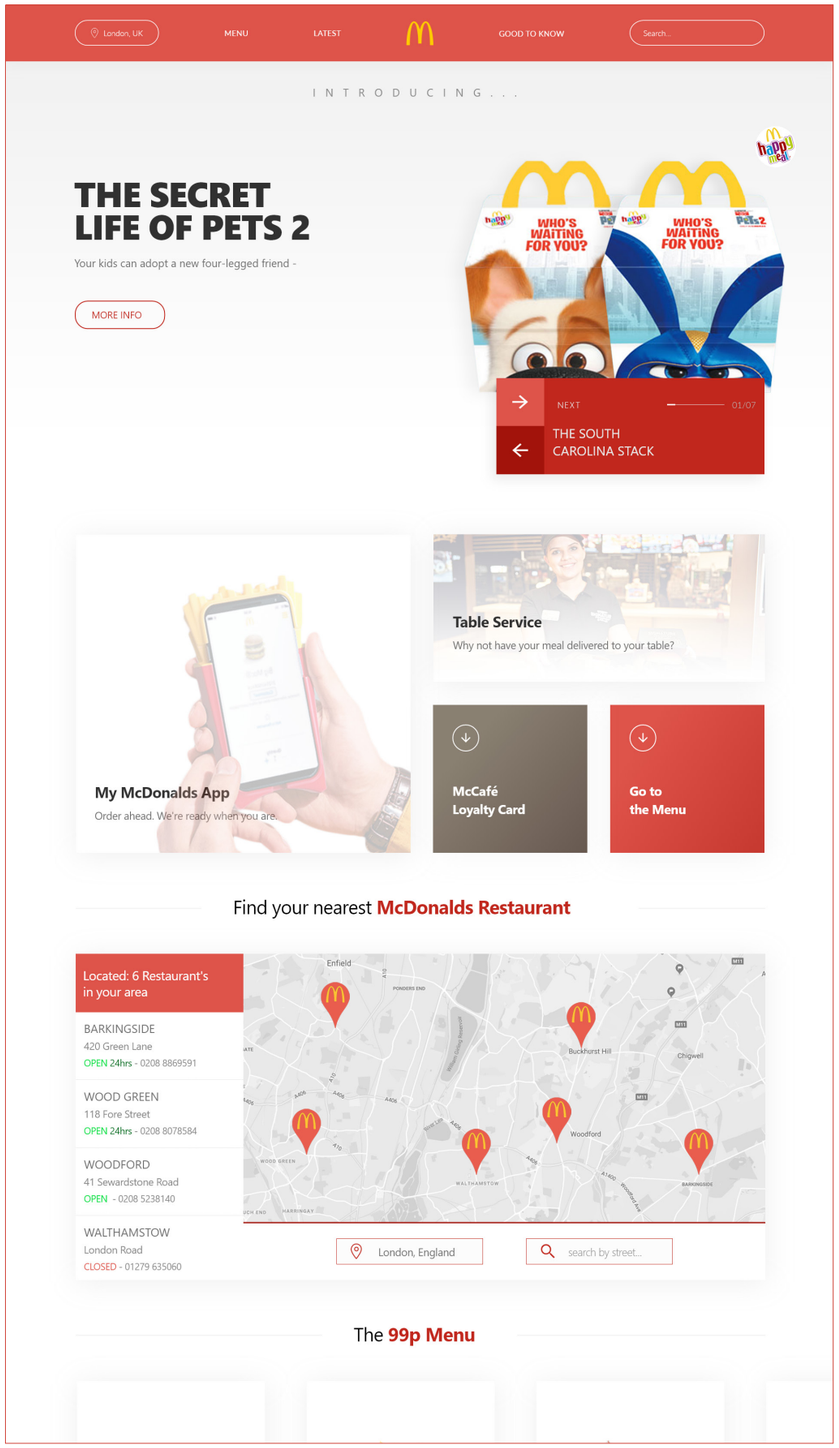
UI/UX

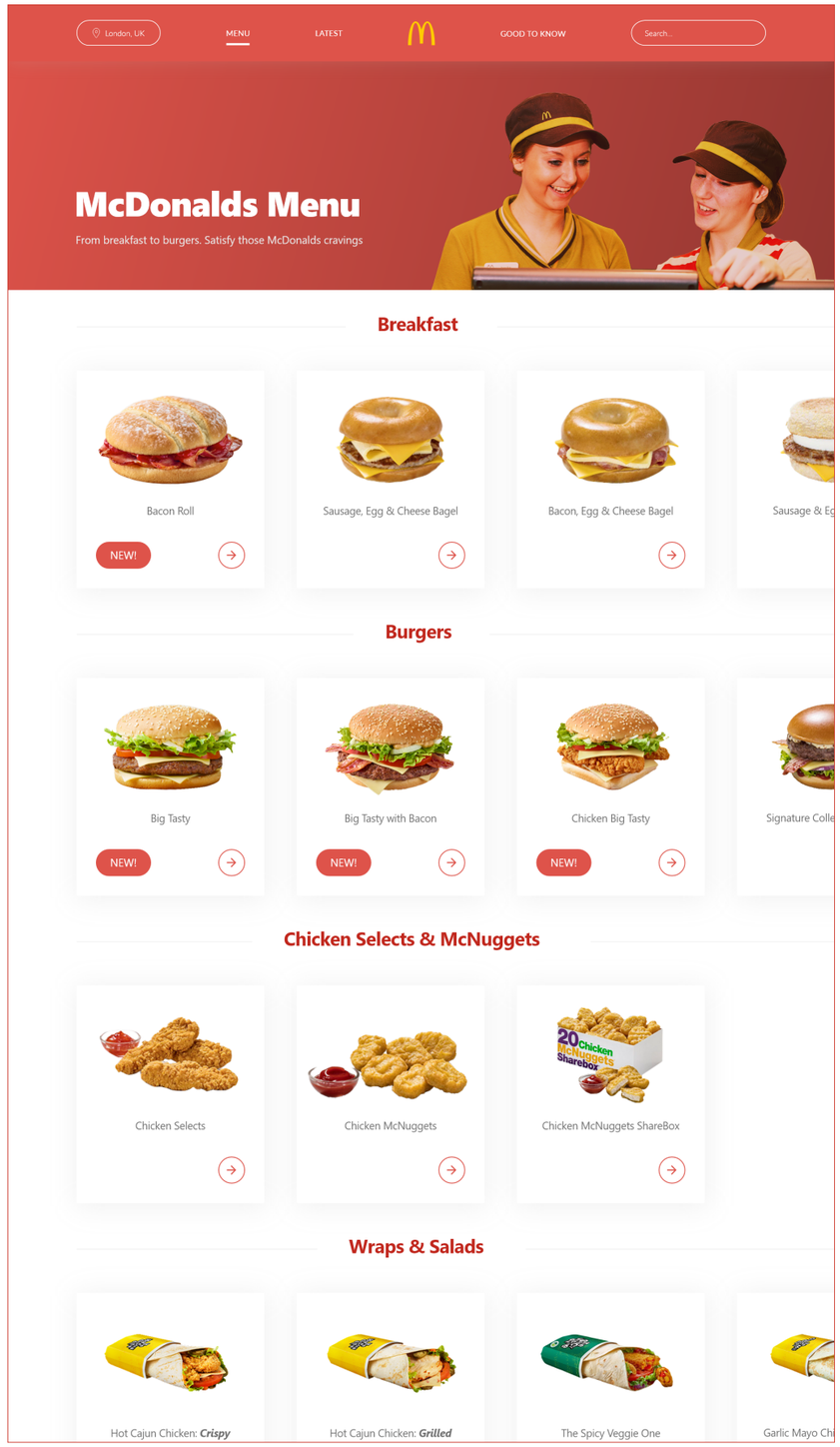
McDonalds Redesign

This is a UI/UX concept for a McDonalds Website Rebrand.

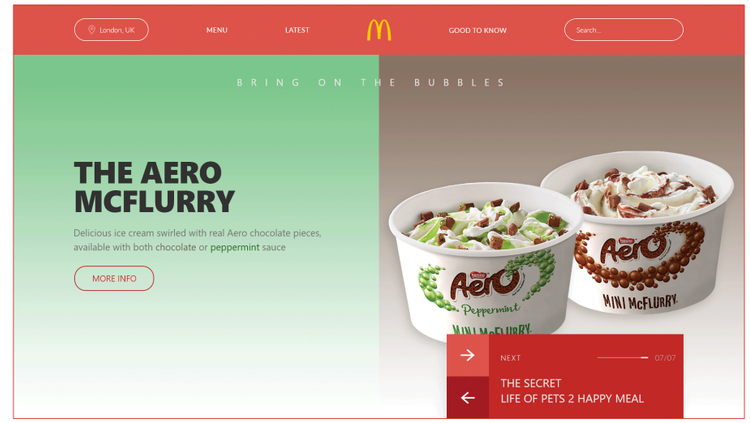


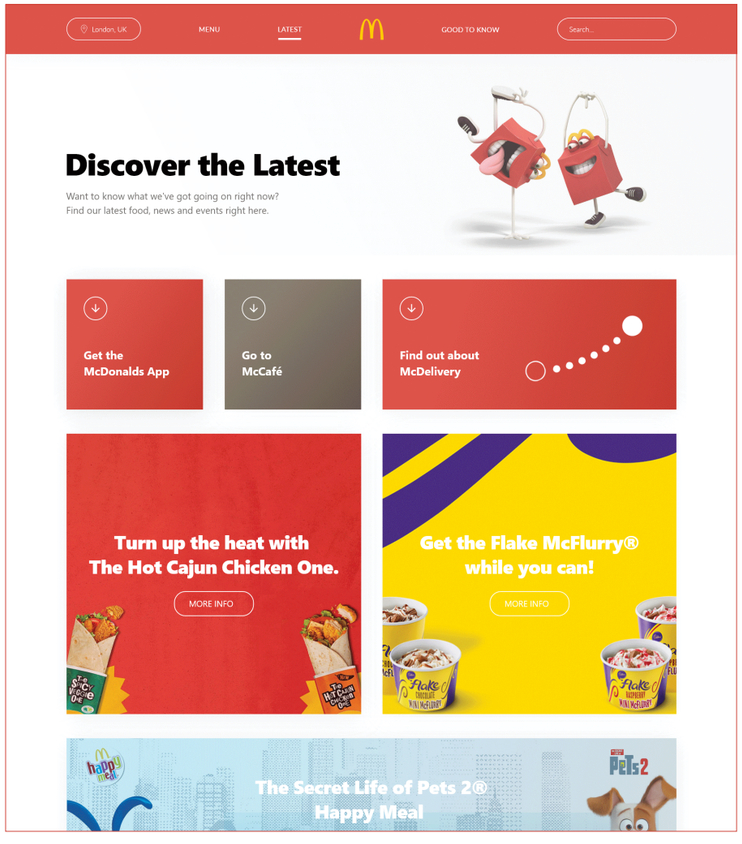
Homepage & Menu Page

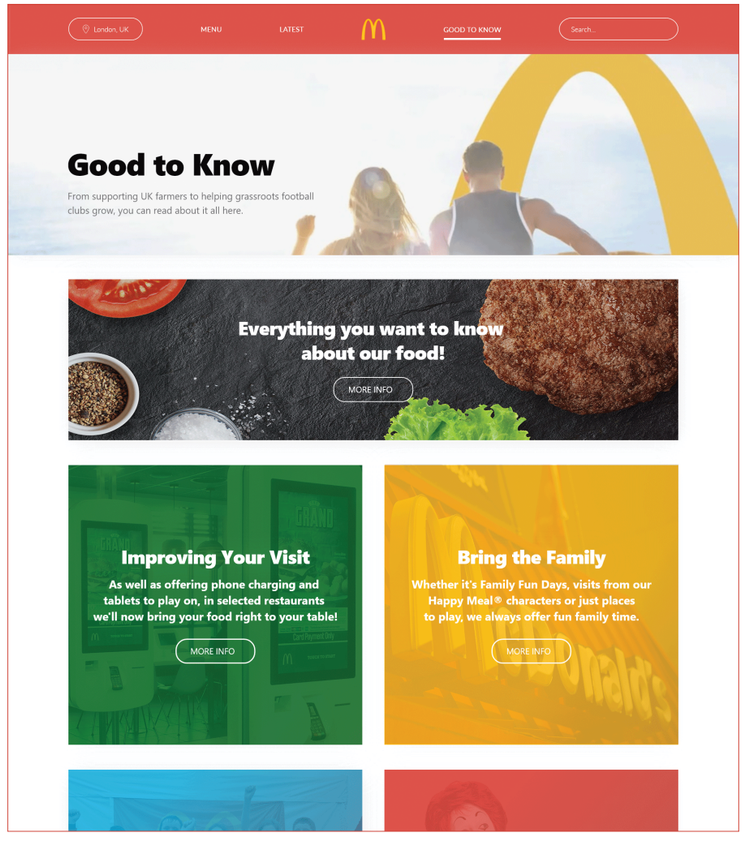


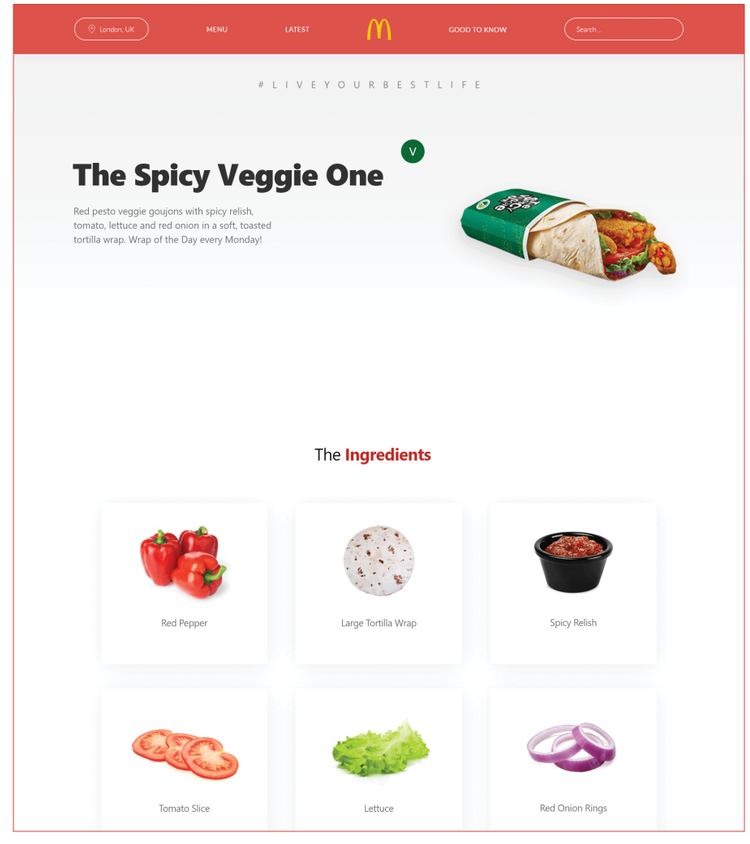


Homepage Slider & Other Pages







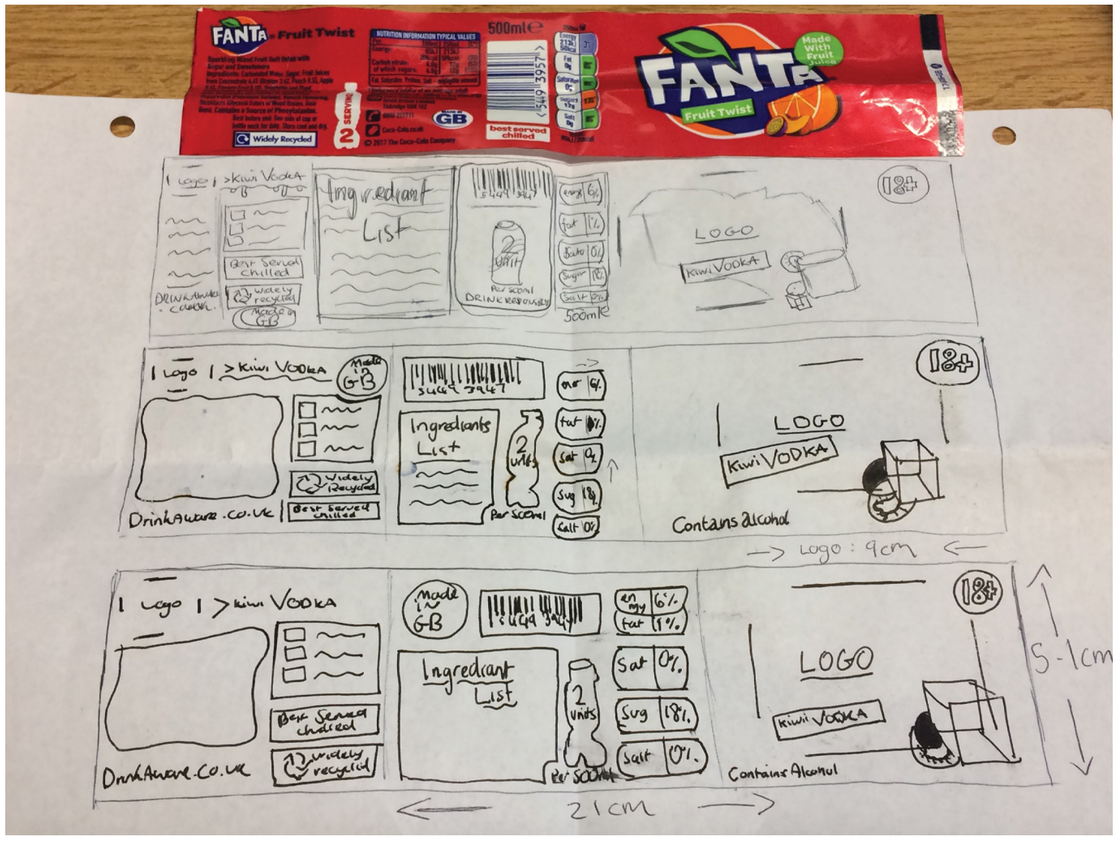


Packaging & Advertising

Kiwi Vodka Fanta Flavour Concept

This project focused on creating a unique Fanta Flavour.

Initial Sketches & Final Label



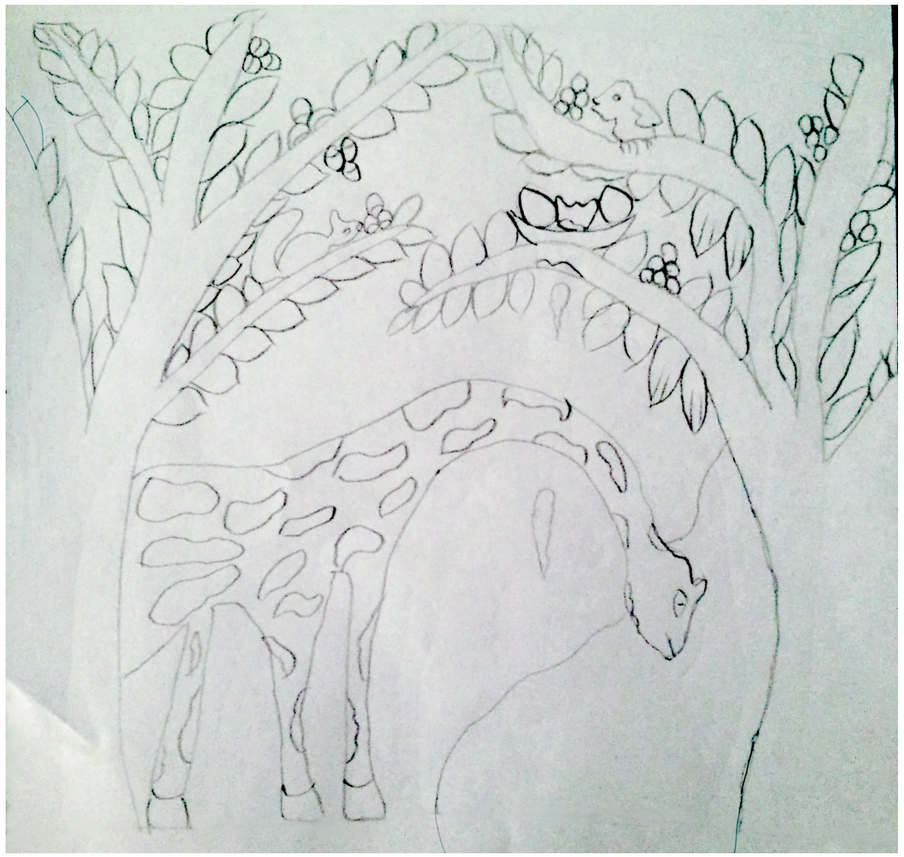
Packaging Mockup & Advertisements

Packaging

Chocolate Box

Creating packaging for a brand new product.

Initial Sketch & Final Packaging



Final Net Design

Print Design & Editorial

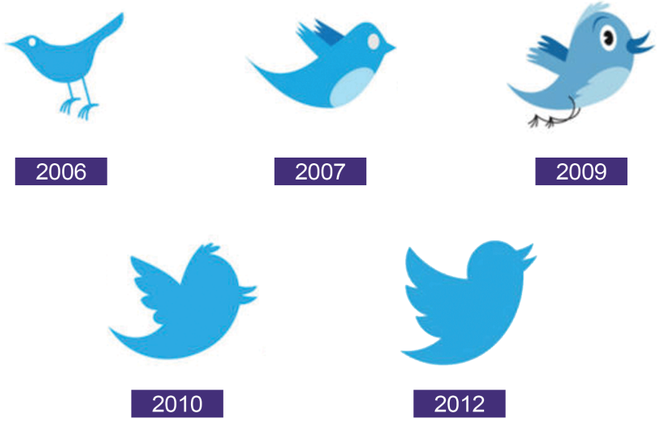
Evolution Magazine

Here is a magazine I created, focusing on the evolution of branding.

Magazine Pages

Twitter

The Blue Bird



"Things that keep nagging you are the ones worth exploring"

- Evan Williams

Whilst Twitter is much newer than all the other brand's on this list. Nontheless, they have built their brand with the aid of their little blue friend. This undoubtedly has thoroughly helped progress and propell them to where they are today. However, as shown the little birdy has had quite a few makeovers. Beginning in 2007; just one year after the original logo.

As you can see above, Twitter have remained more than insistent that 'larry the bird' is the perfect face for their brand. Although, throughout 2007 to 2011, many people would completely disagree. This is due to those believing Twitter needed a complete re-vamp to keep up with those in the industry. This was until 2012 happened.

Doug Bowman was tasked with re-creating the infamous blue bird for the final time in Twitter's history. This consisted of a more symetrical and circular design - made using the golden ratio; entirely from circles. Many other small changes were also made such as removing a feather from the wing. Alongside this, the app also re-branded to be consistent throughout all their services.

McDonalds

The Golden Arches

"I don't believe in saturation"

- Ray Kroc

From North America and the Middle East to Africa and Europe. McDonald's restaurant logo can be easily recognised by anyone from anywhere. It is is no secret the branding of mcdonalds; specifically the Golden Arches had a lot to do with this. However, as shown above, McDonalds was not always paired with the golden 'M' icon.

In fact, the Golden Arches were not introduced until 20 years after the founding of the company; in 1960. Since then they have altered the design multiple times. Most notably they experimented with the idea of introducing a 'smile' into their design - this was axed just 3 years later. In 2003 this was replaced with their motto which was paired with a catchy jingle.

However, once again they rebranded. This incldued a new logo, new advertising material, improved stylized packaging and fresh re-vamped interior designs for the many resturants. The logo change resulted in the drop shadow and motto being removed. Alongside this they also simplified their jingle. Overall, this goes down as one of the best rebrands ever.

KFC

Disvovering Colour

The KFC logo is one of the world's most popular and instantly recognizable logos. The smiling colonel is the most memorable symbol in the food industry, alongside McDonalds' 'Golden Arches'. Although the face has always remained - the design has changed drastically over the last 70 years. As you can see to the left, KFC actually used to be branded in black and white.

They eventually discovered colour and therefore re-branded in 1991.

"Feed the poor and get rich or feed the rich and get poor"

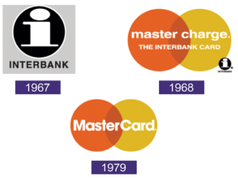
- Colonel Sanders

This included a distorted and small- oddly placed Colonel Sanders featuring a blue hue. This was paired with off-centered text and overall made for a pretty ugly design. 6 Years later, they finally agreed and rebranded once again. This design was composited in a much cleaner way .They also maintained the blue hue however used it as a shadow colour instead.

In 2006 everyone became familiar with a 'new' face for the KFC - literally Colonel Sanders face. However this time cropped into a circle - paired with the white KFC logo. Alongside this they also developed and cleaned up the actual illustration itself. From then on, the brand has remained with this aesthetic except for experimenting with different compositions as shown on the right.

Mastercard

Overlapping Circles



Recently, Mastercard have joined the growing trend to have a logo which represents the entire brand without the use of text. However, as shown to the left this was not always the case. For instance, as shown - in 1967 they had a greyscale infographic icon. This was soon changed, one year later they decided on rebranding. This presented the overlapping circles for the first time; keeping their tagline and small black logo. However, the colours were a little different.

"We have the internet of everything but not the inclusion of everyone"

-Singh Banga

Then 11 years later they decide to change their name to 'MasterCard'. This is what forced the slight logo change. Obviously, the name and typography used were both changed. Alongside this they also removed their tagline. This logo lasted for almost 20 years until Mastercard decided their brand was beginning to decline as a result of their stale look.

Therefore, they rebranded again. This time introducing the infamous colour scheme we have all become ued to. This change resulted in the typography changing again - it seems they struggled finding a typeface. Eventually, another 20 years later. They completely remove the text - to join the few brands whom have managed to 'leave words behind'.

Double-Page Spread

5 GRAPHIC DESIGN

SOFTWARES USED IN THE INDUSTRY.

1

ADOBE PHOTOSHOP

Photoshop is an image manipulation software, created by Adobe. It is used throughout the entire industry for many reasons. These include editing, colour correcting and manipulating images. Most posters, billboards and graphic design is created within Adobe Photoshop. A monthly license can be purchased to gain access to the software.

2

ADOBE ILLUSTRATOR

Illustrator is used primarily for creating vector graphics and was developed alongside Photoshop as a companion product. Most industries use this software to create logos, graphics, illustrations, cartoons and typography (fonts) etc. Like Photoshop, Illustrator is can also be purchased through the creative cloud - license.

3

MAXON CINEMA 4D

Cinema 4d is the industry standard for 3D creation. Even with competitors such as; Maya and Blender, they have remained on top. This is due to the easy interface, octane renderer and plug-in support - built within the software. Cinema 4D is owned by Maxon and can be purchased for £3,510.25.

4

SUBSTANCE PAINTER

Substance Painter is a 3D Painting Software, allowing to texture, render and share. - "a unique ecosystem of tools and dedicated to materials" and is usually used to create asets. These assets are usualy exported to Game Engines and other 3D software. Many popular companies use this software now such as; Activision, Microsoft, EA, Sega and many more.

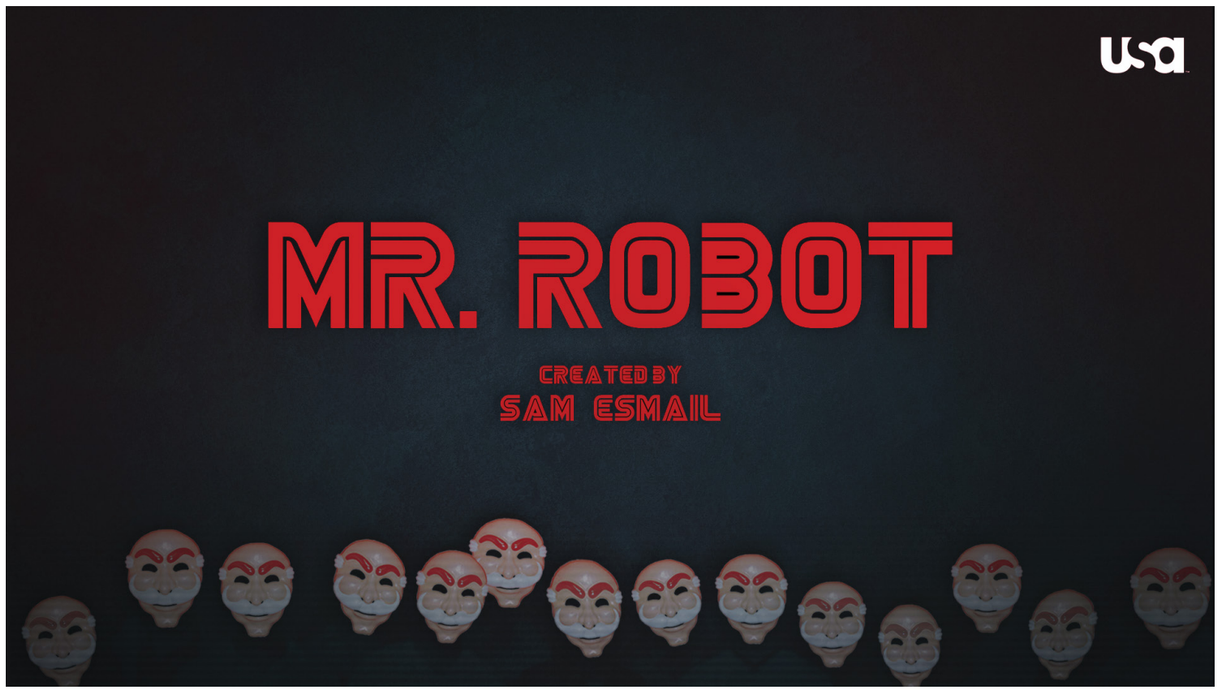
5

FIGMA DESIGN UI/UX

Figma is a fairly new software and is the first product to specialize in UI/UX design. Many large companies have begun using this for their app and website designs. These include; Twitter, Uber, Microsoft, Dropbox and more. Figma offer a free 30 day trial of which the product then costs £34.42 a month.

Advertisements

These are individual pieces I have created in my own time.



Individual Pieces

G FUEL
ENERGY FORMULA
40 SERVINGS
SUGAR FREE
STRAWBERRY MILK
ONLY 25 CALORIES
DIETARY SUPPLEMENT / NET WT. 9.8 OZ (280 g)
ENERGY
FOCUS
ENDURANCE
REACTION

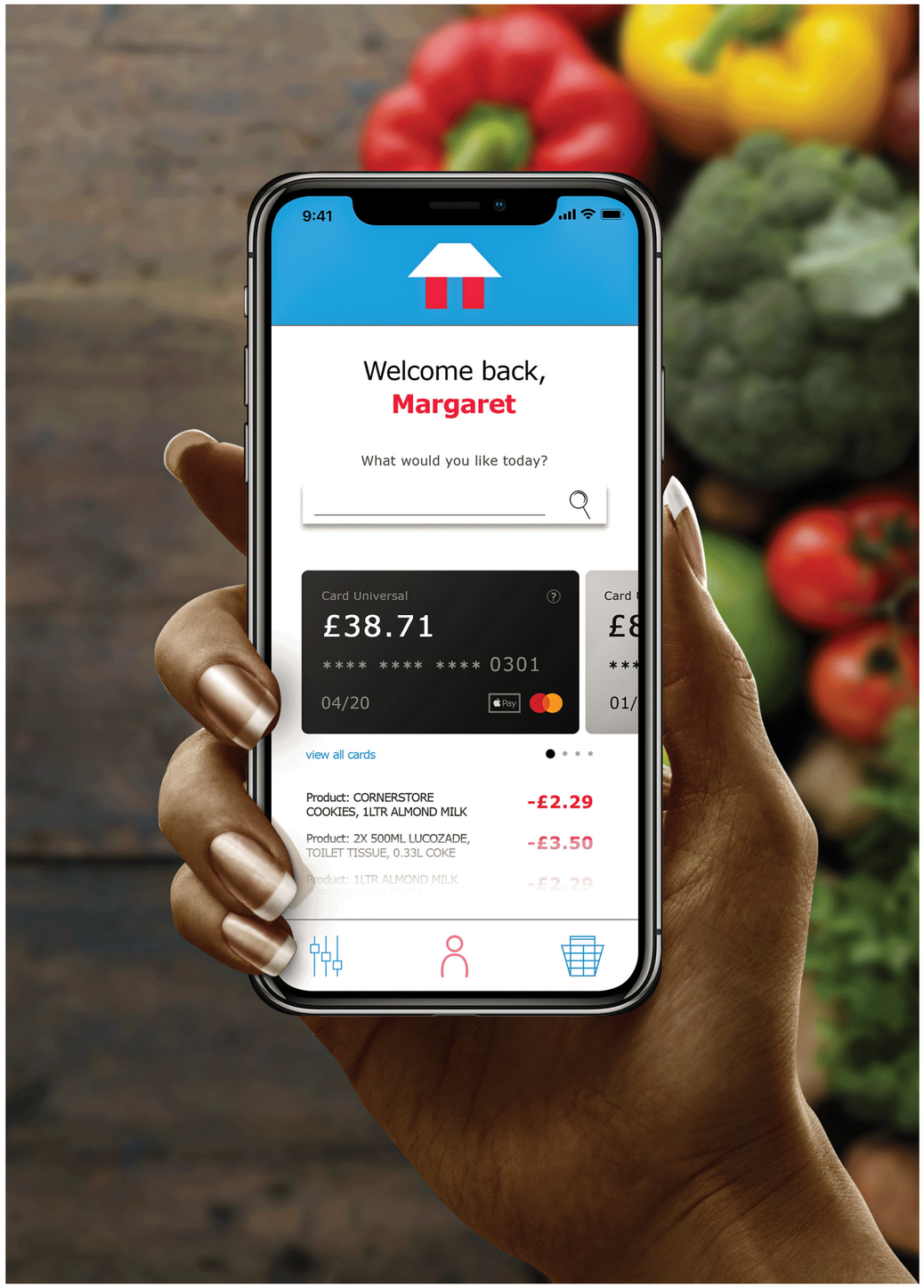
007
LIFE INSURA
007
I CAME HERE TO K
JAMES BOND
DANIEL CRAIG
JAMES
WHAT A COMP
JUDGED BY THE
STRENGTH OF

LE PR SEUR
ARSE NGER
LE PR SEUR
BARCLAYCARD

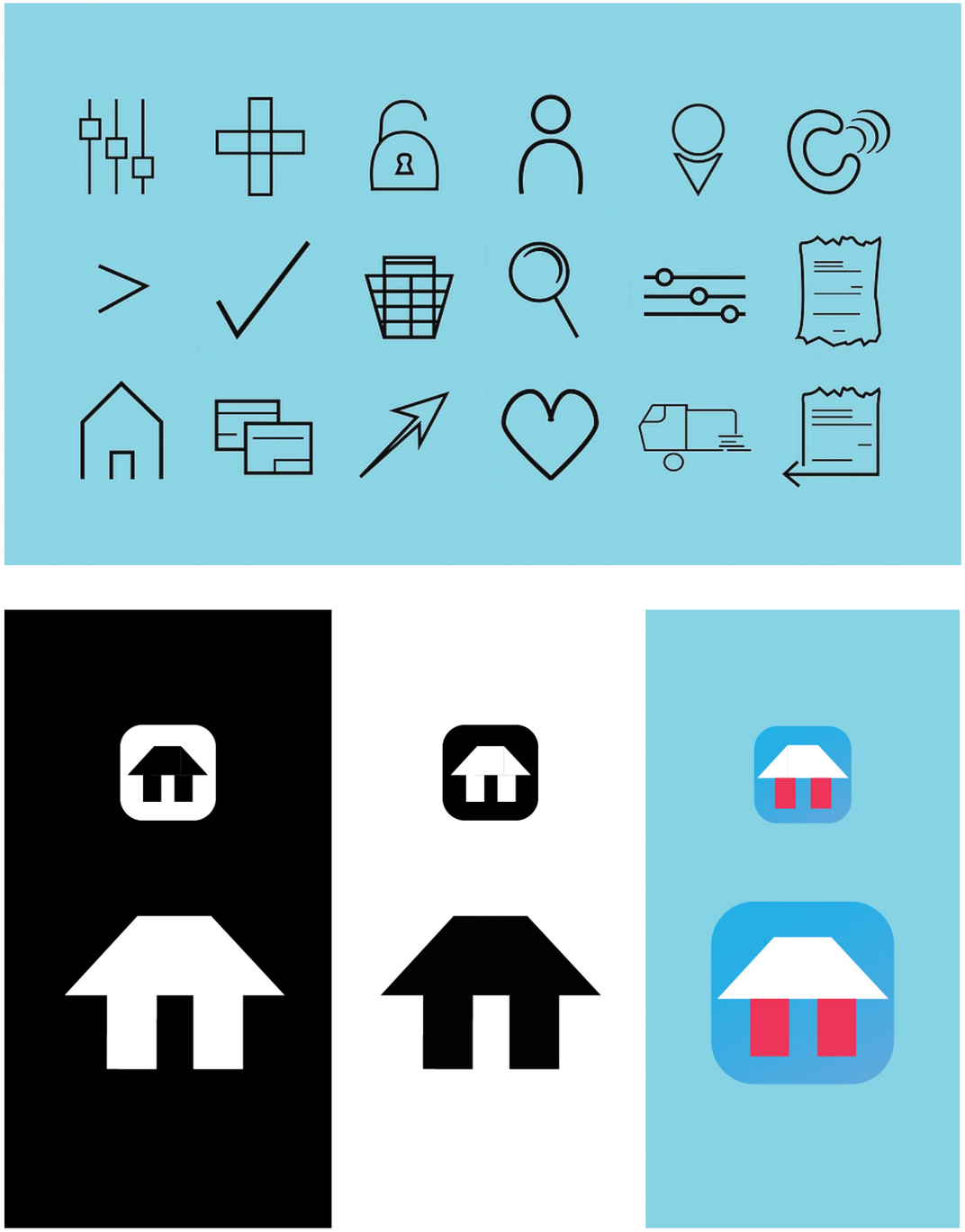
UI/UX & Branding

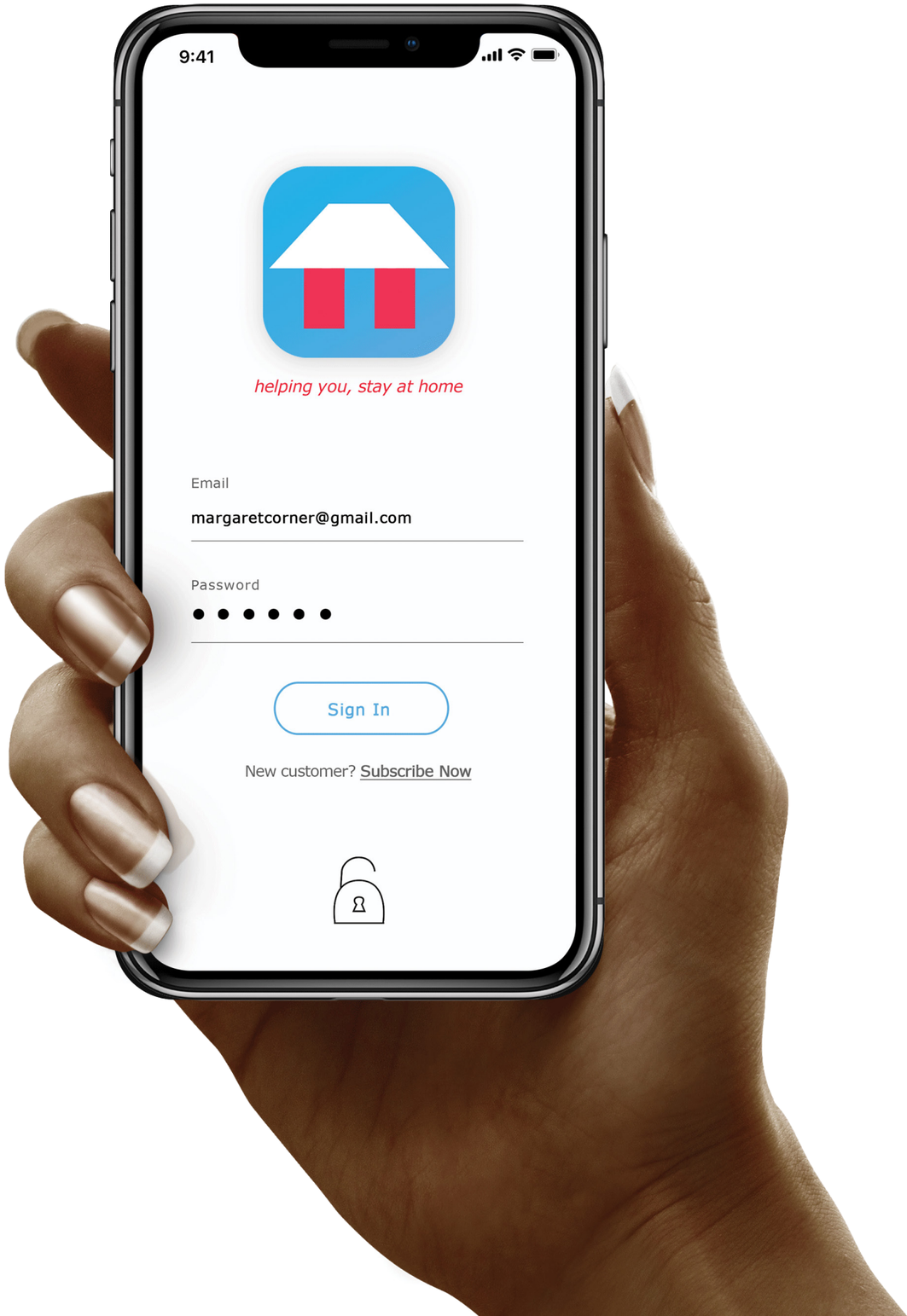
Cornerstore App Design

App and branding project, focused on small item food delivery.



Icon set & Logo Design

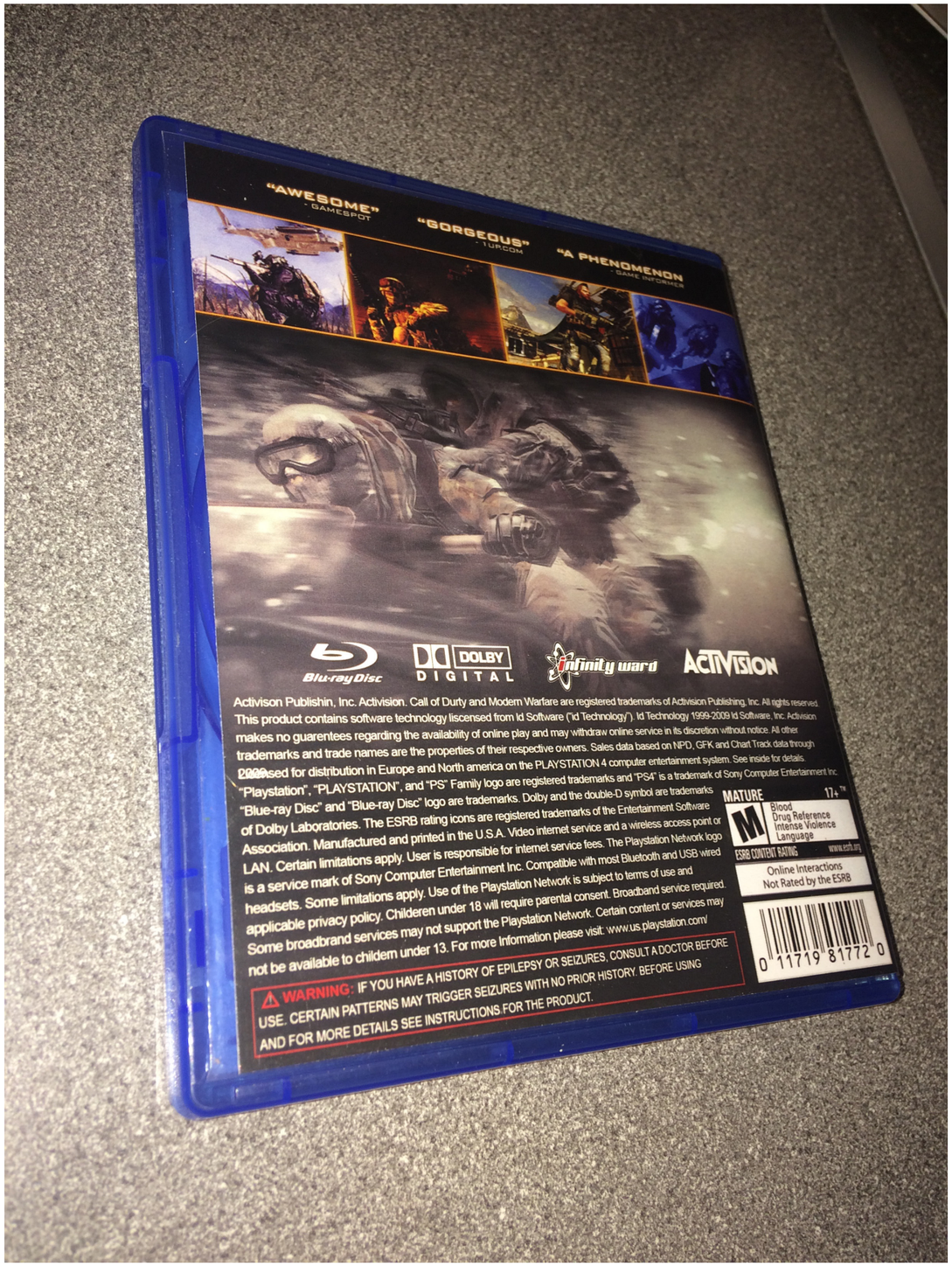




UI/UX & Packaging

Modern Warfare 2 Remastered

A re-design of the popular Call of Duty game, Modern Warfare 2.



User Profiles & Logo Design

James Divell

Studying at Leeds City College and has a part time job at Pizza Hut.

Age: 17

Gender: Male

Location: Leeds, England

Income: £14,000 - £18,000

Social Class: Middle Class

Likes to Visit: History Museums, Weatherspoons and Golf matches

Bio

James is currently on a level 3 course at college and is a part time employee at Pizza Hut. He states that he plays Call of Duty in the small amount of free time he has. However, his commintments now limit him to only playing a few times a week. His interest in the series began back in Call of Dury Modern Warfare 2 and says he " I would love a remaster, its my favorite game ever".

Alongside playing video games James is also passionate about Golf and plays every weekend.

Product Preferences

Shops - Morrisons, Topman & ASOS
Food - Weatherspoons, McDonalds, KFC
Technology - Xbox One, PS4, iPhone
Hobbies - Gaming, Golf & History

Goals / Aspirations

He hopes to finish his College course and progress to University so he can attain his degree in History.

Media Preferences

Social Media - Youtube, Facebok, Reddit & Snapchat

Watches TV - History Channel, Golf and Eastenders

Likes

Noel Nelson

Attends high school and has an interest in football and movies.

Age: 12

Gender: Male

Location: San Antonio, Texas

Income: $0

Social Class: Low - Middle Class

Likes to Visit: Game, McDonalds, Walmart, Nandos, Cinema, Pizza Hut & Football Matches

Bio

Noel of James Academy High School, aged 12 is an avid Call of Duty fan and has played the previous two games. He is passionaite about gaming and says he plays for at least 6 hours a day. Whilst not gaming he enjoys both playing and watching football. Alongside his interest in Call of Duty, he also said he regularly plays both FIFA and Rocket League.

He prefers first-person shooters due to the graphic content and its faced paced multi-player enviroment. After returning home from school he likes to relax and spend the majority of his spare time playing games on his Playstation.

Product Preferences

Shops - Game, Walmart, Gamestop
Food - McDonalds, Pizza Hut, Nandos
Technology - PS3, PS4, iPhone
Hobbies - Gaming, Football, Socialising

Goals / Aspirations

Noel hopes to graduate high school with good grades and progress into the game design indutry. He also stated he would love to work for "EA or Acivision".

Media Preferences

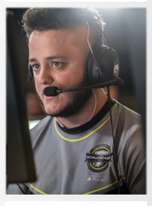
Uses parent's netflix subscription
Visits cinema to watch new releases.

Social Media - YouTube, Facebook

Likes

Matthew 'Skrapz' Marshall

Professional Call of Duty player for Red Reserve



Age: 21

Gender: Male

Location: Manchester, England

Income: £45,000 - £60,000

Social Class: Middle Class

Likes to Visit: Nandos, Game, and the local pub

Bio

Fairly new to the professional scene but has been playing the Call of Duty series for the past 10 years. His passon for the franchise begun when Modern Warfare 2 was released back in 2009. He dropped out of school to follow his dreams and become a professional e-sports player. 2 Years later and Matthew Marshall is now known as 'Skrapz' - a talented young player with talent and potential'.

He has publicly shown interest and desire for Modern Warfare 2 to be remastered - via Twitter.

Product Preferences

Shops - Tesco, Game, Primark, Amazon
Food - Nandos, Greggs, Five Guys
Technology - PS4, iPhone, Gaming PC
Hobbies - Gaming, Streaming

Goals / Aspirations

Matthew wishes to continue improving and aims to win a championship this year. He also wants to meet his music idol - uk rapper 'Skrapz'.

Media Preferences

Social Media - YouTube, Twitter, Reddit, Twitch & Instagram.

Has a subscription for Netflix, Hulu and Spotify.

Likes

Final Front & Back Cover

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MATURE 17+ ™

M

Blood
Drug Reference
Intense Violence
Language

ESRB CONTENT RATING www.esrb.org

Online Interactions
Not Rated by the ESRB

0 11719 81772 0

⚠ WARNING: IF YOU HAVE A HISTORY OF EPILEPSY OR SEIZURES, CONSULT A DOCTOR BEFORE USE. CERTAIN PATTERNS MAY TRIGGER SEIZURES WITH NO PRIOR HISTORY. BEFORE USING AND FOR MORE DETAILS SEE INSTRUCTIONS FOR THE PRODUCT.

PS4™

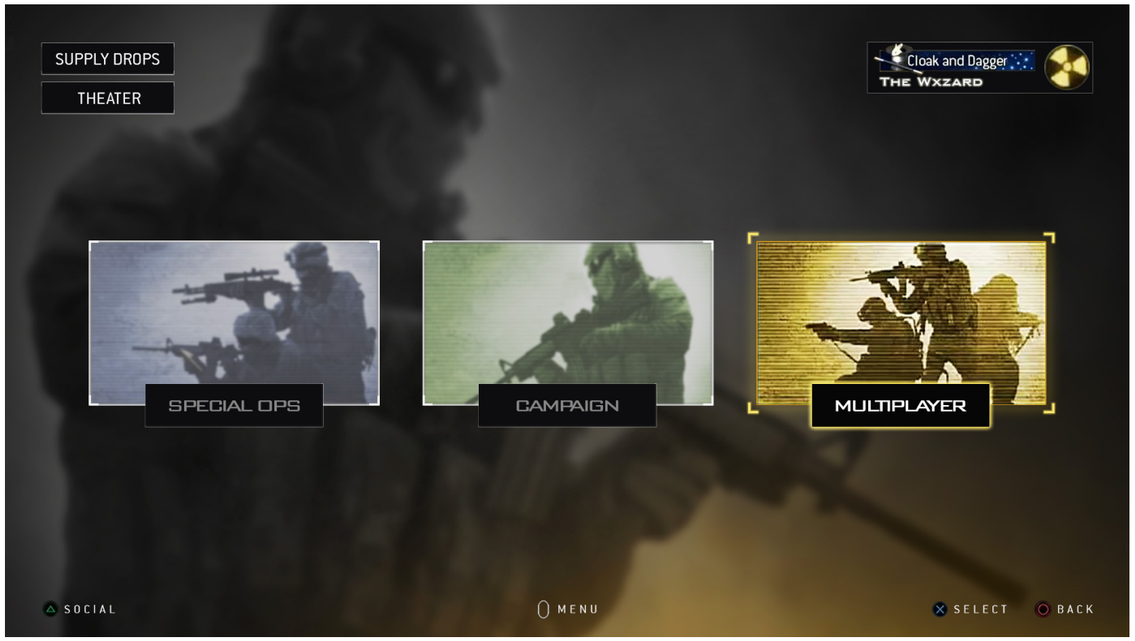
Modern Warfare 2 Remastered

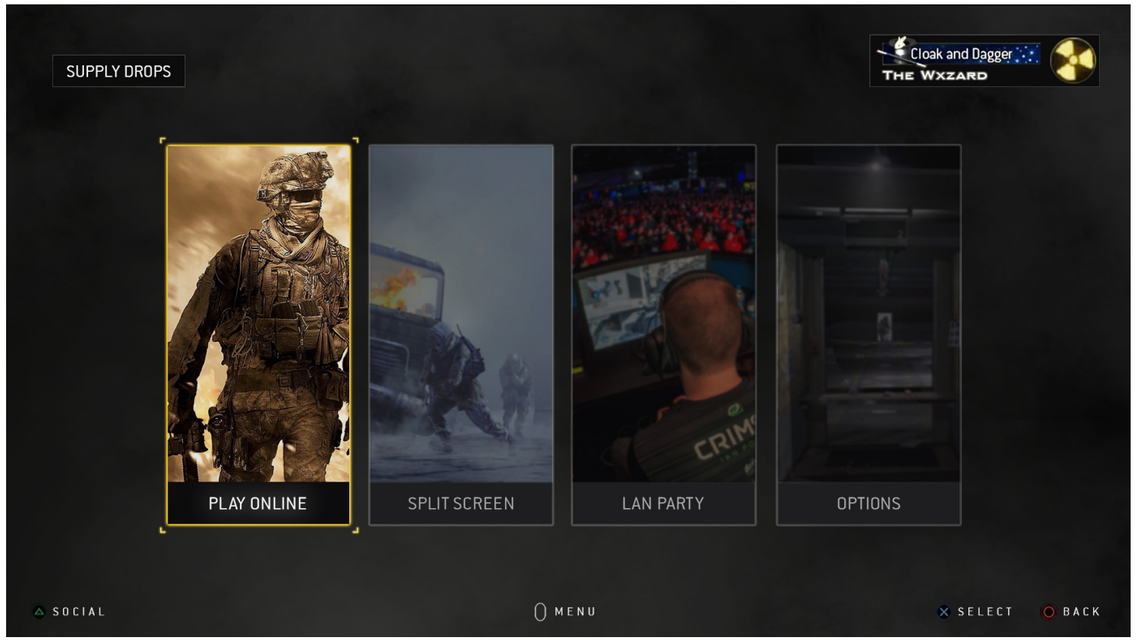
CUSA
00634

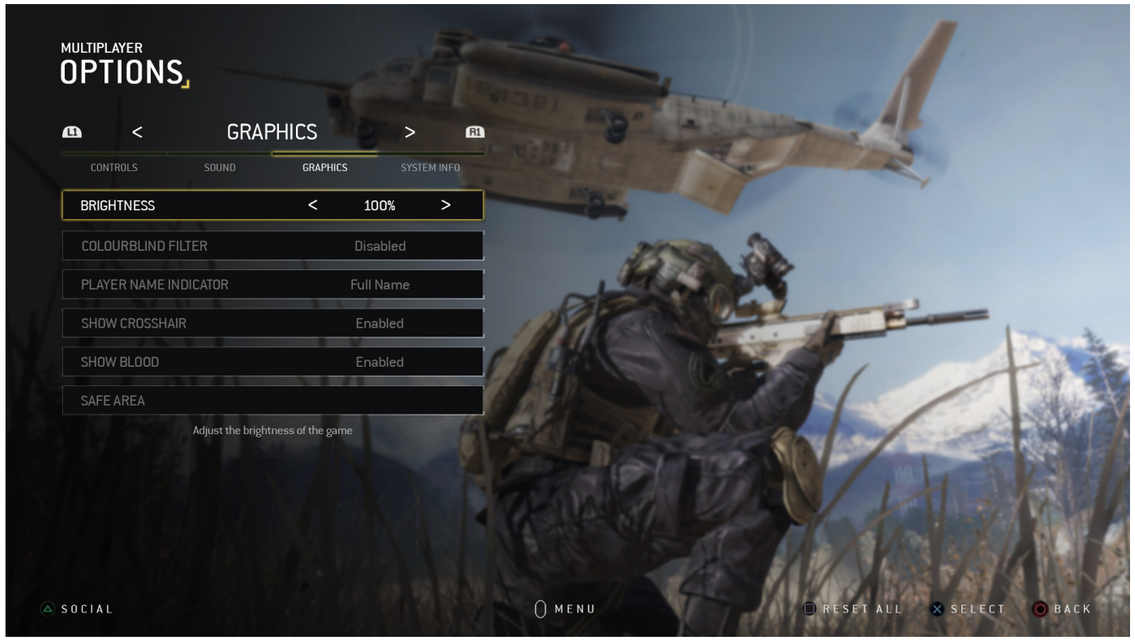
6121623

PS4™

Gameplay Screens







Packaging / Print Media

Penguin Book Competition

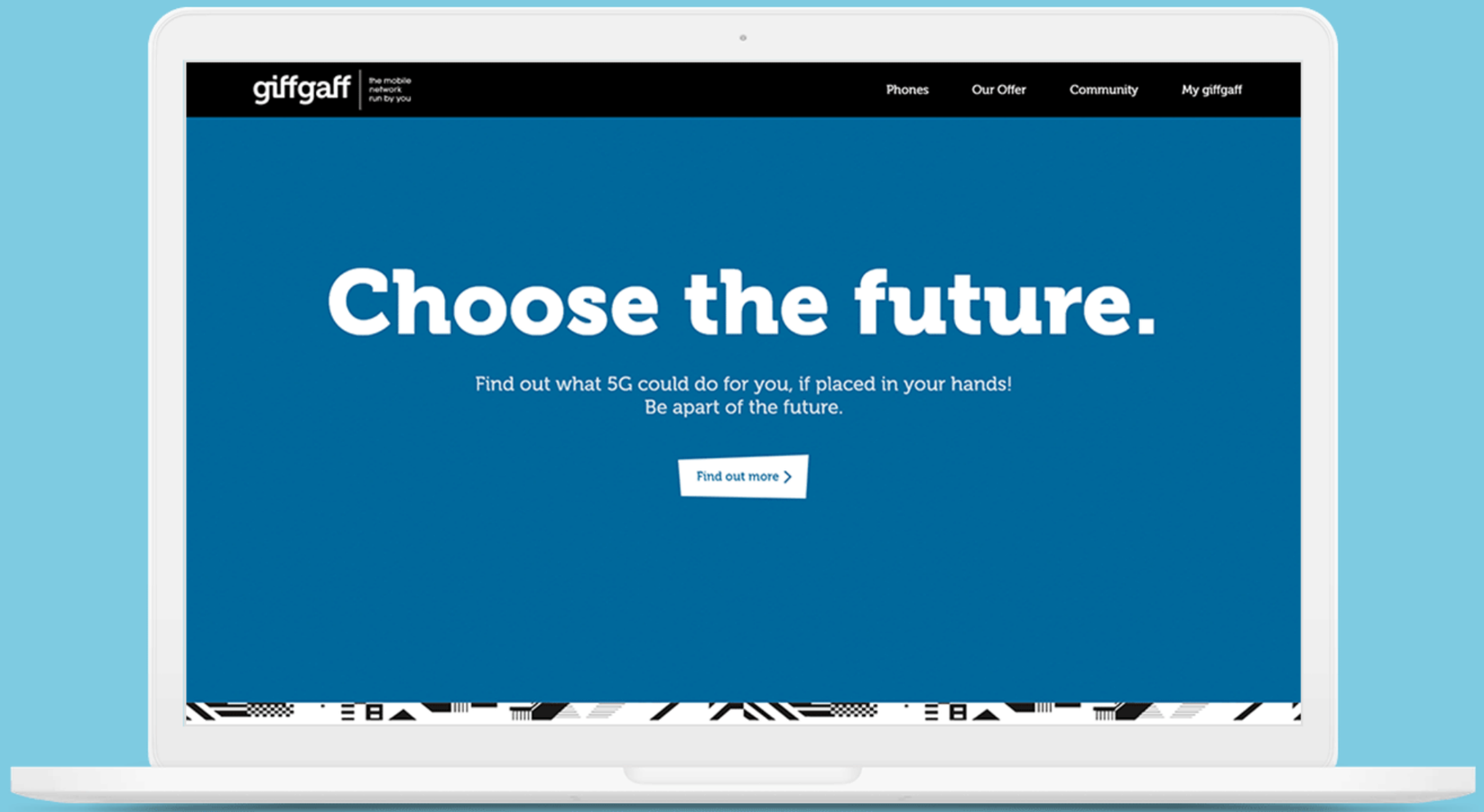
Book design project for the the book: Wonder.

Illustration Development

UI/UX & Advertising

giffgaff 5G Project

A Website re-design concept for giffgaff and marketing a new 5G service.



giffgaff

Bio:

James Duncombe is a twenty year old employee at a video game retailer. He works from nine to five and has limited free time. He lives on his own in a flat and enjoys watching football and going to the gym. He uses his phone throughout everyday to check emails, bank online, and connect with friends and family. In his spare time, he also enjoys playing video games, watching YouTube videos and going to the cinema. He is passionate about gaming and hopes to progress in the industry.

He would rather a high speed alternative to traditional broadband, as he currently spends money on both data and broadband. He also has very limited time throughout the day where the internet use is zero - as he lives alone.

Age: 21

Gender: Male

Location: London, England

Income: £25,000

Social Class: Low-Middle

Hobbies: Going Cinema, Gym and occasionally watch Football Matches. Also, regularly watches YouTube videos & plays video games.

Media Preferences:

Has a Netflix, BT Sport & Disney+ subscription, visits cinema for new releases and watches YouTube.

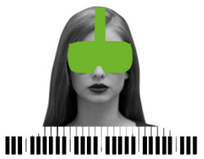
Product Preferences:

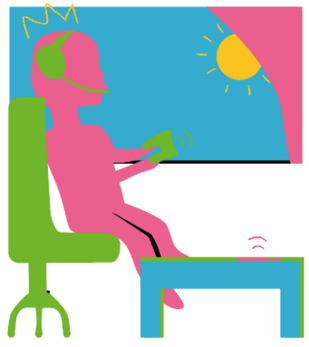
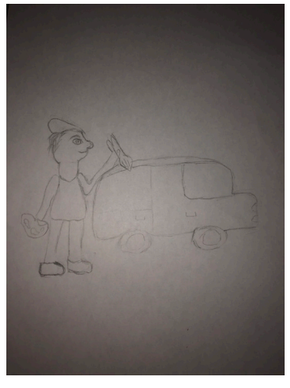
He shops at Primark, JD Sport & Cex. He owns a PS4, Laptop and an iPhone 7.

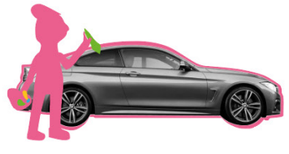
Likes:

PS4, JD, PRIMARK, Apple, CEX, YouTube, MARVEL, FIFA 20

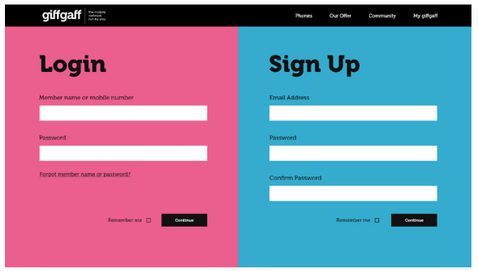
Illustration Development

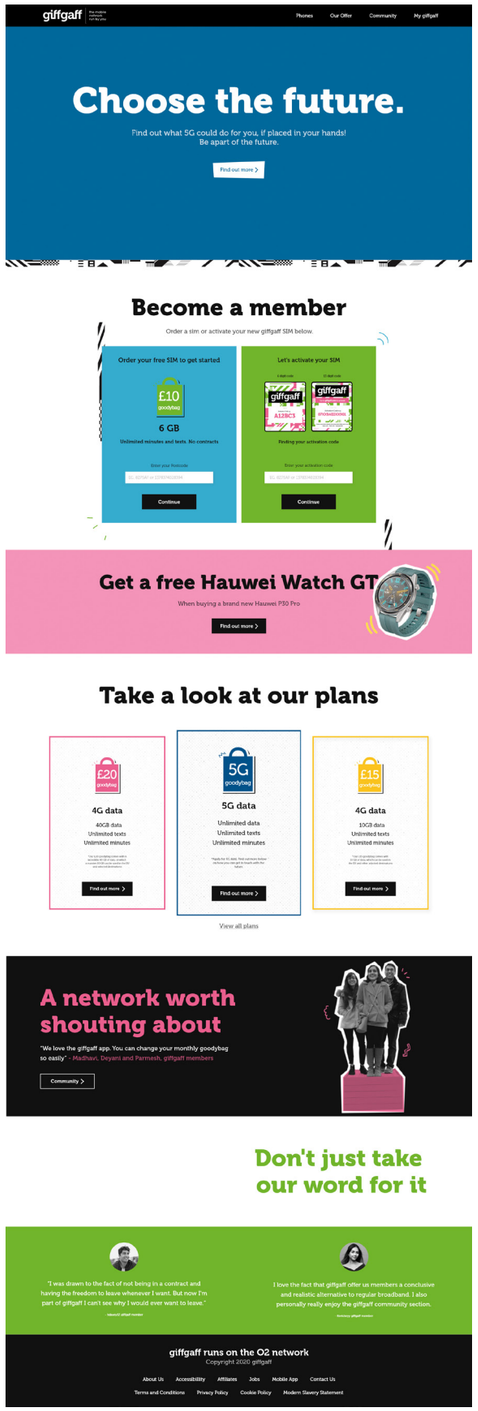




Final Screens



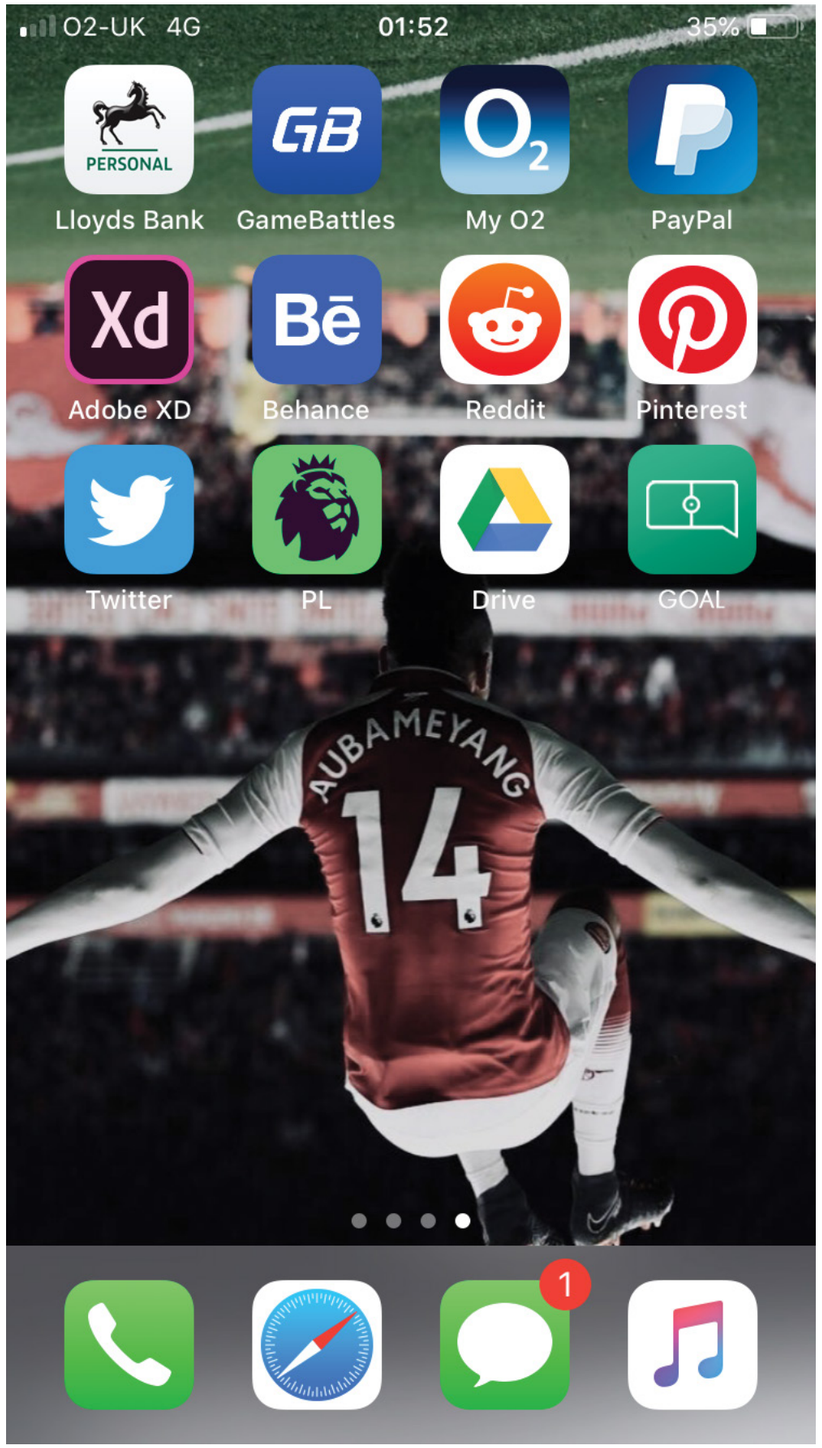


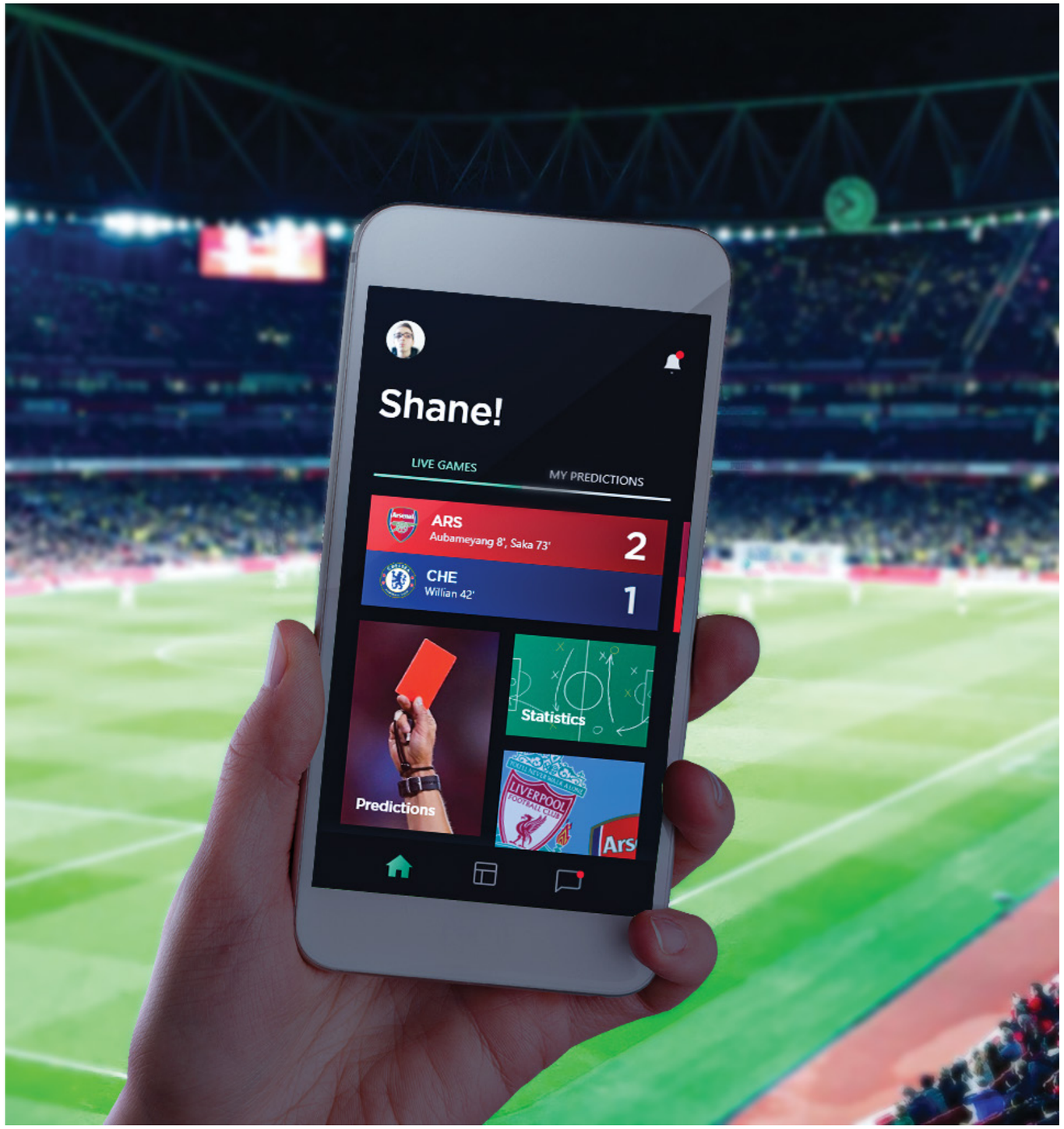
Advertisements

UI/UX

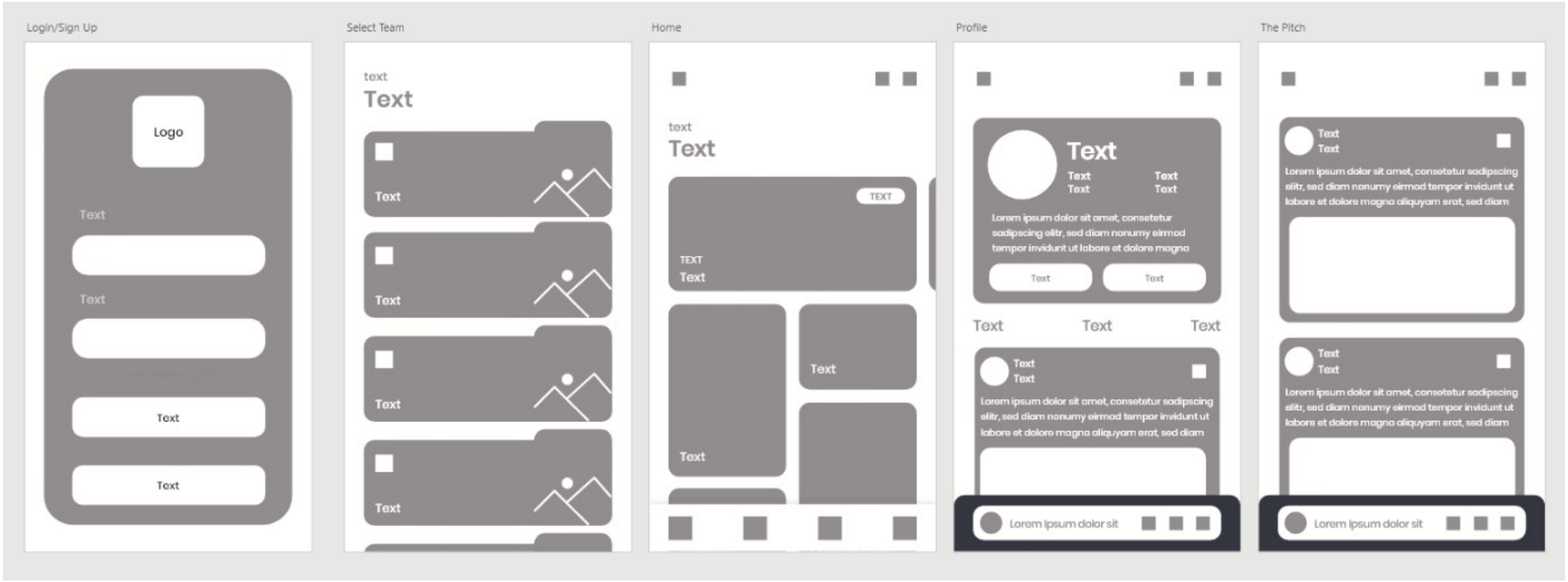
GOAL App Design

This is a UI/UX concept for a social media app - focused on football.

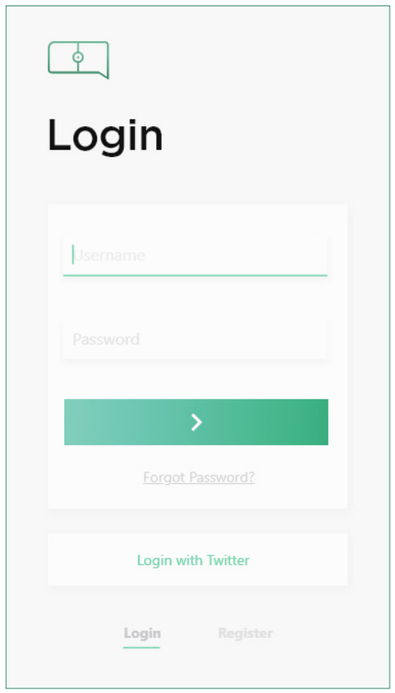


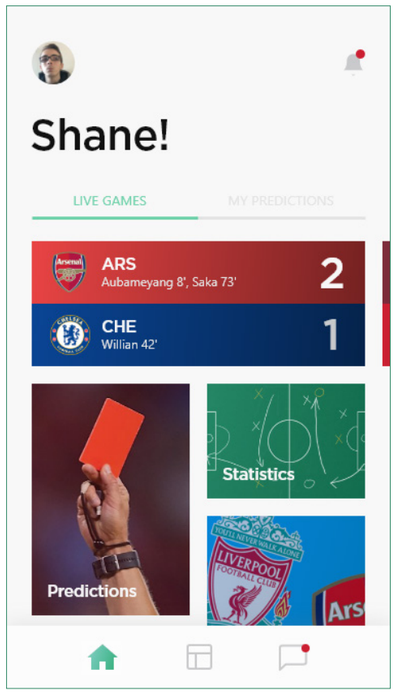


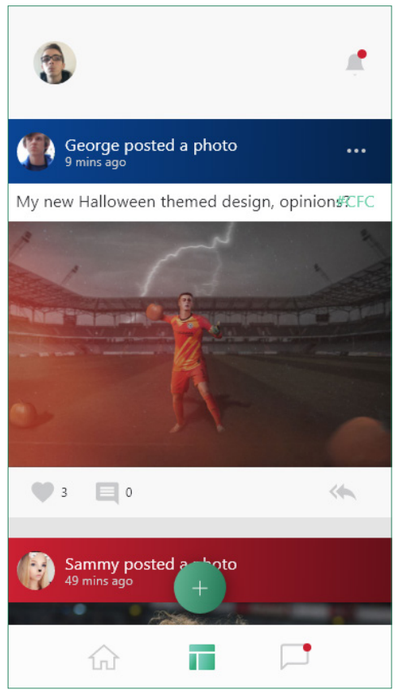
Initial Wireframes

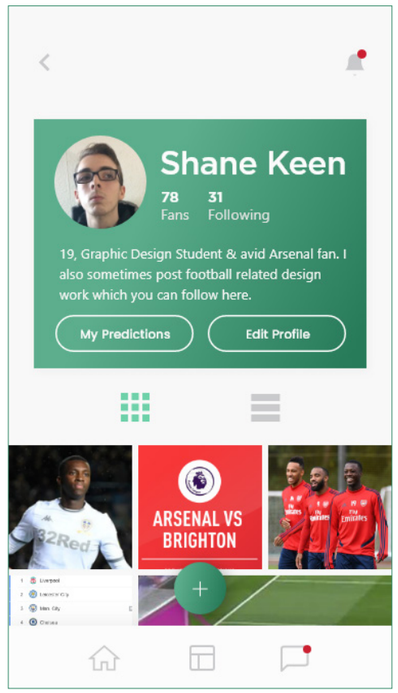


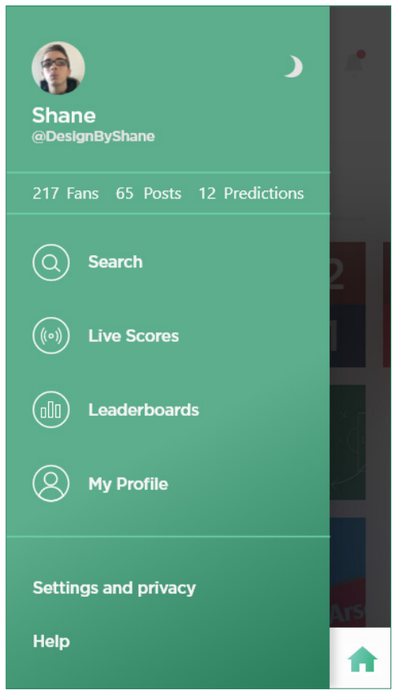
App Screen Examples

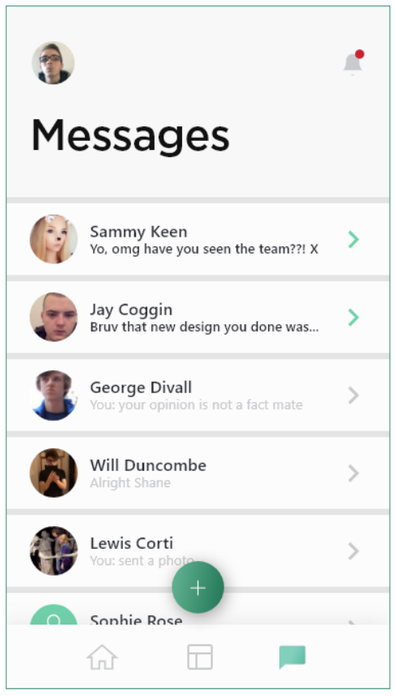


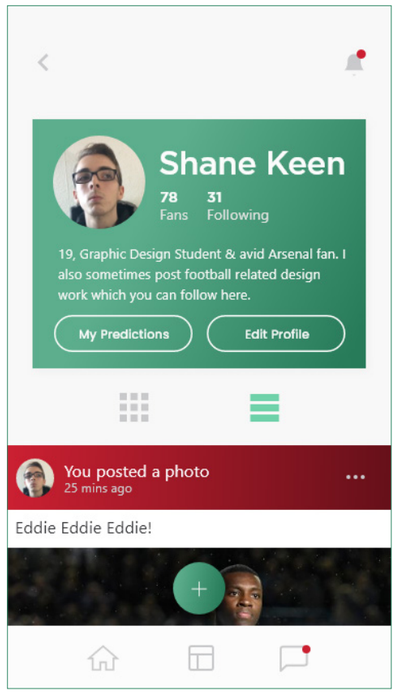


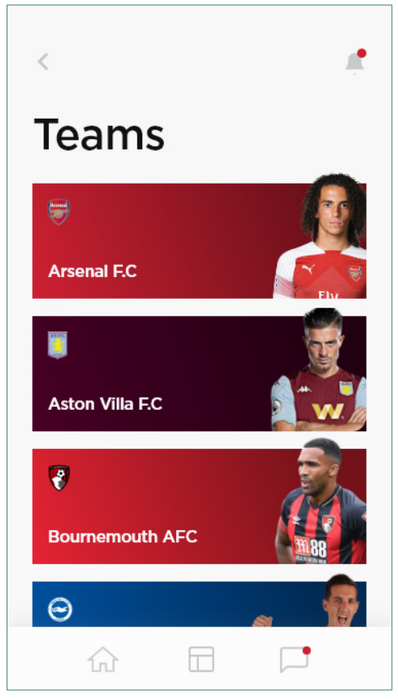




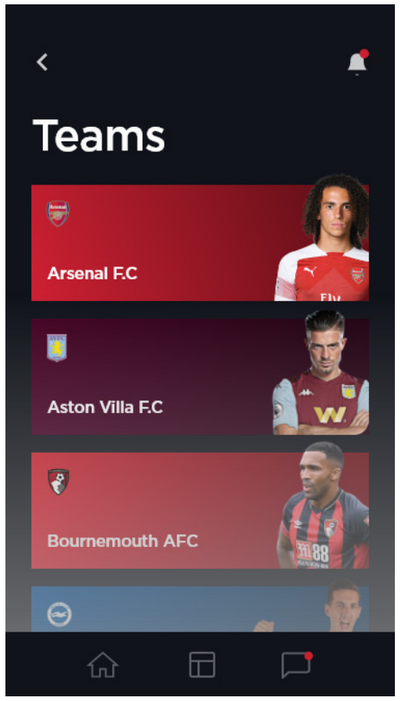


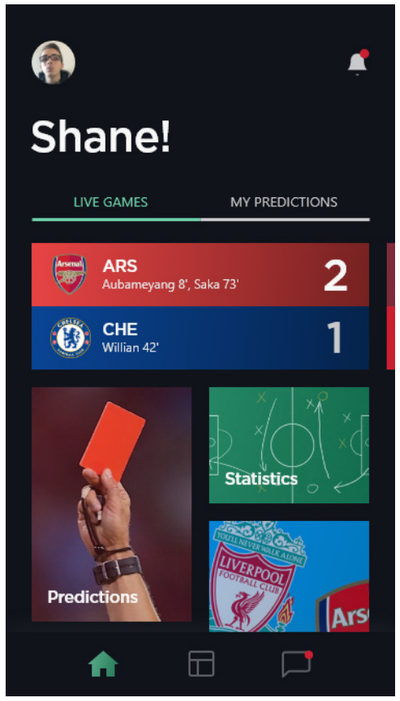


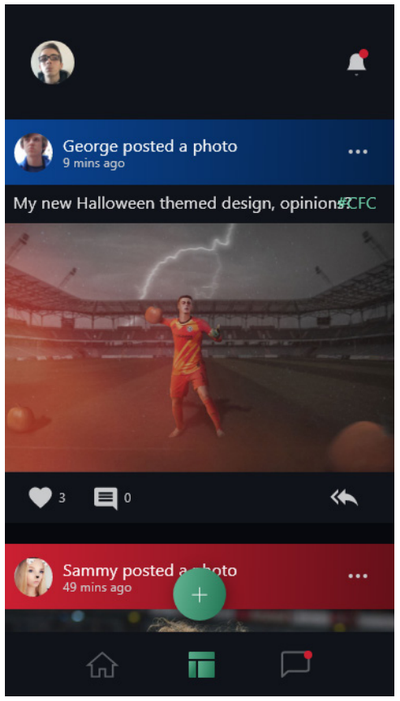


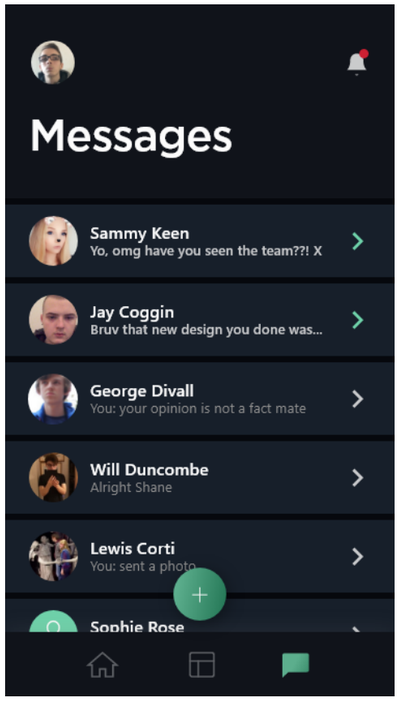


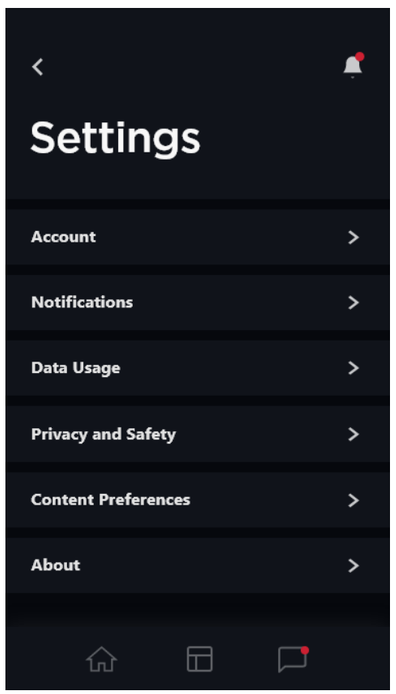
Dark Mode

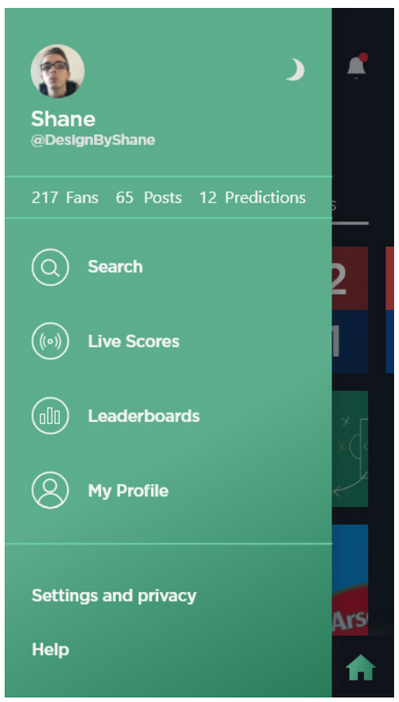

Teams
Arsenal F.C
Aston Villa F.C
Bournemouth AFC

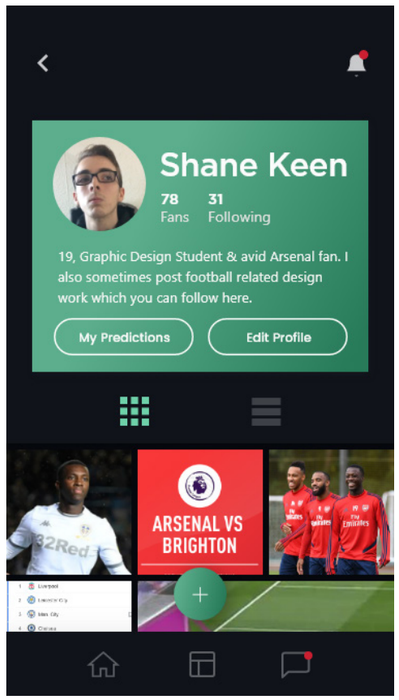

Shane!
LIVE GAMES
MY PREDICTIONS
ARS
Aubameyang 8', Saka 73'
2
CHE
Willian 42'
1
Statistics
Predictions

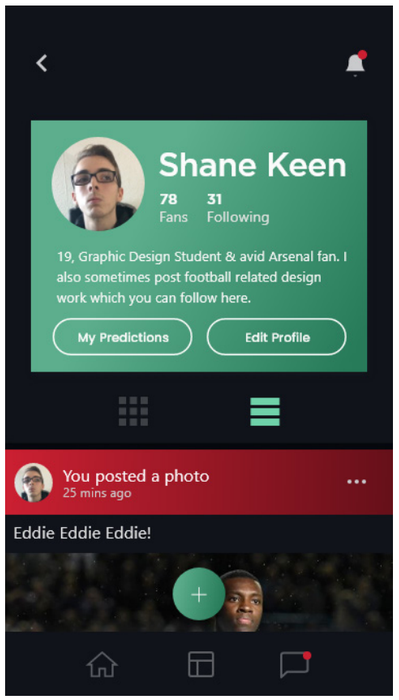

George posted a photo
9 mins ago
My new Halloween themed design, opinions?
#CFC
3
0
Sammy posted a photo
49 mins ago


Messages
Sammy Keen
Yo, omg have you seen the team??! X
Jay Coggin
Bruv that new design you done was...
George Divall
You: your opinion is not a fact mate
Will Duncombe
Alright Shane
Lewis Corti
You: sent a photo
Sophie Rose


Settings
Account
Notifications
Data Usage
Privacy and Safety
Content Preferences
About


Shane
@DesignByShane
217 Fans 65 Posts 12 Predictions
Search
Live Scores
Leaderboards
My Profile
Settings and privacy
Help


Shane Keen
78 Fans
31 Following
19, Graphic Design Student & avid Arsenal fan. I also sometimes post football related design work which you can follow here.
My Predictions
Edit Profile
ARSENAL VS BRIGHTON


Shane Keen
78 Fans
31 Following
19, Graphic Design Student & avid Arsenal fan. I also sometimes post football related design work which you can follow here.
My Predictions
Edit Profile
You posted a photo
25 mins ago
Eddie Eddie Eddie!

07734942341
shane15076541@gmail.com